



1921 Bellamah NW  
Albuquerque, NM 87104  
t. 505.243.9889  
f. 505.243.8197  
www.cssabq.com

email us @  
esr@cssabq.com

## FOR YOUR INFORMATION

# CONVENTION SERVICES OF THE SOUTHWEST, INC.

**SOCIETY FOR THERIOGENOLOGY ANNUAL CONFERENCE  
HYATT REGENCY ALBUQUERQUE – PAVILIONS 1-3 & FOYER  
ALBUQUERQUE, NEW MEXICO  
AUGUST 26-28, 2009**

Dear Exhibitor:

**WELCOME!** CSS is pleased to be selected by show management to serve as your Official Service Contractor.

To assist you in planning, we have enclosed the necessary show service order forms. To help **save you money**, please take advantage of pre-show order discounts.

- ✓ Please read through this Exhibitor Service Kit. **Complete and return all order forms by the indicated discounted deadline date. All forms should be returned to the appropriate company and address listed on that form.**
- ✓ Review our payment policy carefully. CSS requires payment in full at the time you place your order, along with the **“Credit Card Authorization Form”**.
- ✓ Please include the **6.875%** NM State tax. Sales tax is applicable to **all services** in the State of New Mexico and also applies to City, State and Government agencies.
- ✓ We will help you coordinate all your trade show needs including the shipment of all your trade show materials inbound and outbound. For your inbound and outbound freight shipments, we offer the service of our preferred carriers **ABF (ground) 1-800-654-7019** and **Associated Global Systems (air)1-800-645-8300**.

We look forward in serving you from start to finish. We are here to make sure your participation is a complete success.

If you need assistance or additional information, please contact our Exhibitor Service Department.

1921 Bellamah NW  
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Phone: (505) 243-9889  
Fax: (505) 243-8197  
E-mail: [esr@cssabq.com](mailto:esr@cssabq.com)

Or visit us on the World Wide Web at <http://www.cssabq.com>





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# SHOW INFORMATION QUICK REFERENCE

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

**SHOW NAME:** SOCIETY FOR THERIOGENOLOGY ANNUAL CONFERENCE

**EXHIBITOR MOVE-IN:** Wednesday, August 26, 2009 11:00AM-5:00PM

**SHOW DATES & TIMES:** Wednesday, August 26, 2009 5:00PM-6:30PM Exhibit Kickoff  
 Thursday, August 27, 2009 7:00AM-4:30PM  
 Friday, August 28, 2009 7:00AM-12:00PM

**EXHIBITOR MOVE-OUT:** Friday, August 28, 2009 12:00 Noon-3:00PM

All materials must be packed with bill(s) of lading turned in to CSS by: **Friday, August 28 @ 3:00PM**  
 Outside freight carriers must be checked in by: **Friday, August 28 @ 2:00PM**

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**SHOW LOCATION:** Hyatt Regency Albuquerque  
 Pavilions 1-3 and Foyer  
 Albuquerque, New Mexico

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**STANDARD BOOTH PACKAGE:** 8' X 10'  
 8' Terracotta/beige back wall drape  
 3' Terracotta side rail drape  
 (1) 6' Terracotta draped table  
 (2) Molded plastic chairs  
 (1) 7" X 44" ID sign  
 (1) Waste basket w/ liner  
 The exhibit area is carpeted.

**SHIPPING INFORMATION:**

<b>-ADVANCE FREIGHT RECEIVING-</b> <b>Monday, July 20-Friday, August 21, 2009</b> <b>HOURS: MON.-FRI. 8AM-5PM</b> <b>ADVANCE SHIPPING ADDRESS</b>	
Ship to:	Exhibitor Name and Booth # <b>Therigenology</b> c/o CSS Convention Services of the Southwest 1921Bellamah NW Albuquerque, NM 87104

<b>DIRECT SHIPPING IS NOT APPLICABLE</b>
<u>PLEASE DO NOT SHIP TO FACILITY</u> <u>IF FACILITY RECEIVES SHOW FREIGHT, IT</u> <u>WILL BE CONSIGNED TO CSS AND</u> <u>EXHIBITOR WILL INCUR DRAYAGE</u> <u>CHARGES. ALL OUTBOUND SHIPPING</u> <u>MUST GO THROUGH CSS. FACILITY WILL</u> <u>NOT ACCEPT ANY OUTBOUND SHIPPING</u> <u>RESPONSIBILITY.</u>

Please see Material Handling Form for Rates.

\* Many other items are available for rent. Refer to the appropriate order forms in this kit or call the Exhibitor Service Department at (505) 243-9889.  
 Please Note: This information is subject to change by Show Management. Please refer to the most recent information from Show Management for any changes to times or date(s).





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## PAYMENT POLICIES

# CONVENTION SERVICES OF THE SOUTHWEST, INC.

### PAYMENT OPTIONS

We offer two convenient ways for you to pay for your show services provided by CSS.

#### 1. **Advance payment by Company Check**

Attach check to order forms. All checks for show services provided by CSS should be made payable to **Convention Services of the Southwest (CSS)** and must be in **U. S. funds drawn on a U. S. bank**. International exhibitors must prepay all balances prior to show closing in U.S. Dollars drawn on U.S. Banks. **Wire transfers are not accepted.** Please submit the **CREDIT CARD CHARGE AUTHORIZATION FORM** for all drayage (material handling) and labor orders as well as any additional charges incurred at show site.

#### 2. **Credit Card**

For your convenience we accept Visa, Mastercard and American Express. You must complete the **CREDIT CARD CHARGE AUTHORIZATION FORM**. For discount rates to apply, CSS must receive this form by the **advance deadline date**. **\*There will be a \$75.00 administrative fee if a credit card dispute is filed and CSS is awarded charges.**

### DISCOUNT PRICING

**To obtain the discount pricing, full payment must be included with your order.** Orders received after the discounted deadline date or made at the Exhibitor Service Center during the show, will be billed at the "Standard Price" as listed on the enclosed forms. **Telephone orders will not be accepted.**

### PAYMENT TERMS

**To process your order for services and materials listed in this Exhibitor Service Manual, we must have your signed credit card information or full payment in advance.** Invoices for outstanding balances will be prepared at the Exhibitor Service Center for your review, signature and payment. Prepayments will be indicated, and any balance due must be **paid in full** by cash, check or credit card. All payment inquiries should be resolved before you leave the show. Invoices will be distributed at the show. If you have any concerns about your charges, please stop by the Exhibitor Service Center. **Charges for these items may not be disputed after the show.**

**Items ordered and delivered but subsequently canceled will be charged 50% of the Original Price to cover labor involved.**

**Please notify your company representative who will be at the show site of our payment policy. Your cooperation is appreciated. No credits will be issued after close of show.**

If a display house represents the exhibiting company, the exhibiting company is ultimately responsible for payment of all costs incurred on its behalf. (See **Third Party Payment Policy Form**).

**Government and State Agencies are not exempt from New Mexico State Tax for rental and services.**



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## THIRD PARTY PAYMENT FORM

### CONVENTION SERVICES OF THE SOUTHWEST, INC.

CSS will present show site invoices to third parties for payment of services rendered to exhibitors provided the following conditions are met:

- The payment record of the third party is acceptable to **CSS**.
- This completed form is to be signed by **BOTH PARTIES** and returned to **CSS** by the **indicated discount deadline date**. This form is to be accompanied by a completed **Credit Card Authorization** form from **EACH PARTY**.
- If there is any doubt which party is to be invoiced for a service, **the exhibiting firm accepts responsibility for payment upon presentation of invoice at show site**.
- The **exhibiting firm** is ultimately responsible for payment of all charges by show close.

Please indicate below which items/services are to be invoiced to the third party:

Furniture/Carpet     Booth Cleaning     Material Handling     Booth Labor

Other:

WE UNDERSTAND AND AGREE THAT WE, THE EXHIBITING COMPANY, ARE ULTIMATELY RESPONSIBLE FOR PAYMENT OF CHARGES INCURRED. IN THE EVENT THE NAMED THIRD PARTY DOES NOT MAKE PAYMENT UPON PRESENTATION OF INVOICE AT SHOW SITE, SUCH CHARGES WILL BE PRESENTED TO THE EXHIBITING COMPANY FOR PAYMENT BEFORE THE CLOSE OF THE SHOW.

Event Name: <b>Theriogenology</b>	Booth #:
Exhibiting Company:	Display House 3rd Party:
Address:	Address:
City/State/Zip:	City/State/Zip:
Telephone #:	Telephone #:
Fax #:	Fax #:
E-mail address:	E-mail address:
Authorized Signature:	Authorized Signature:
Print Name & Title:	Print Name & Title:



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# FURNISHINGS ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Therigenology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by:		

### DRAPED DISPLAY TABLES-30" HIGH (choose skirt color below)

Quantity	Description	Discount Price	Standard Price
	2'x2' draped pedestal	89.00	107.00
	4'x2' draped table	100.00	120.00
	6'x2' draped table	114.00	140.00
	8'x2' draped table	126.00	152.00
	30"D x 30"H round table	100.00	120.00

### DRAPED DISPLAY COUNTERS-40" HIGH (choose skirt color below)

	2'x2' draped pedestal	107.00	126.00
	4'x2' draped counter	114.00	132.00
	6'x2' draped counter	126.00	152.00
	8'x2' draped counter	139.00	170.00
	30"D x 42"H round table	114.00	140.00

### UNDRAPED DISPLAY TABLES-30" HIGH

	2'x2' wood pedestal	50.00	56.00
	4'x2' wood table	63.00	75.00
	6'x2' wood table	70.00	89.00
	8'x2' wood table	81.00	100.00

### UNDRAPED DISPLAY COUNTERS-40" HIGH

	2'x2' wood pedestal	64.00	70.00
	4'x2' wood counter	70.00	75.00
	6'x2' wood counter	82.00	100.00
	8'x2' wood counter	95.00	114.00

### TABLE SKIRTING (choose skirt color below) (circle height)

	4 <sup>th</sup> side table drape 30" 40"	56.00	70.00
	Individual table skirt 30" 40"	64.00	75.00

### SPECIAL DRAPERY (choose drape color below) (6' minimum)

	3' high drapery/linear ft.	6.00	8.50
	8' high drapery/linear ft.	7.00	9.50

### STANDARD FURNITURE AND ACCESSORIES

	Grey Molded Plastic Chair	50.00	64.00
	Padded Arm Chair	62.00	75.00
	Padded Side Chair	56.00	70.00
	Upholstered Bar Stool with Back	75.00	89.00
	Bag Rack	62.00	75.00
	Glass showcase-with lock & light 48"Wx18"Dx38"H	350.00	438.00
	Literature Stand-6'h-6-pocket	107.00	132.00
	Tripod Easel	25.00	43.00
	Wastebasket with liner	13.00	19.00
	Fishbowl	30.00	36.00
	4'x8' Pegboard or Tackboard (please circle Horizontal Vertical choices)	Pegboard 114.00 Tackboard 126.00	Pegboard 126.00 Tackboard 150.00
	4' x 7"H table riser (draped in vinyl)	54.00	60.00
	6' x 7"H table riser (draped in vinyl)	60.00	72.00

Individual pegboards and tackboards are freestanding and double-sided. Pegboard hardware is not supplied. Peg holes are 1/4" and Maximum load on boards is 50 lbs. Tackboards are black & Velcro "friendly" or push pin "friendly".

#### SKIRT AND DRAPE COLOR CHOICES (please circle)

Blue Red Gold Silver Teal Peach Terra-Cotta

Black White Burgundy Hunter Green Plum Beige

SUBTOTAL	\$
6.875% NM TAX	
TOTAL	\$

PLEASE READ PAYMENT POLICY

Abqh



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*Standard Furnishings*

**CONVENTION SERVICES OF THE SOUTHWEST, INC.**



1



2



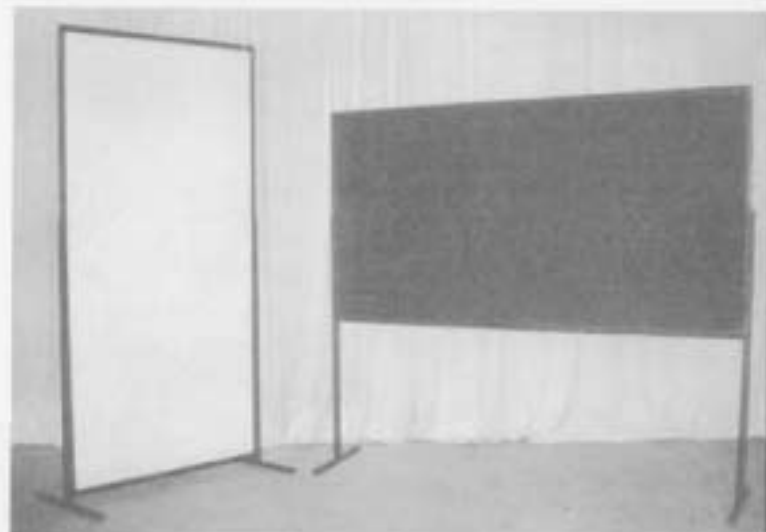
3



4



GLASS SHOWCASE



6



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# CARPET ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Theriogenology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by::		

STANDARD CARPET			
QTY	DESCRIPTION	DISCOUNT PRICE	STANDARD PRICE
	9' x 10' Carpet	114.00	140.00
	9' x 20' Carpet	220.00	270.00
	9' x 30' Carpet	328.00	405.00
	9' x 40' Carpet	430.00	535.00

**STANDARD CARPET COLOR** (please circle color choice)

**BLUE    RED    GREY    TEAL    HUNTER GREEN    BLACK    BURGUNDY    PLUM**

**SPECIAL CUT STANDARD CARPET**

Special sizes are available at \$3.15 per square foot in any dimensions. Price includes cutting, laying and taping front seams and edges.  
 Carpet Size \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ square feet x \$3.15 = \$ \_\_\_\_\_ TOTAL

**Visqueen** is available at \$ 0.50 per square foot installed  
 \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ square feet x \$0.50 = \$ \_\_\_\_\_ TOTAL

**Carpet Padding** is available at \$ 0.60 per square foot installed.  
 \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ square feet x \$0.60 = \$ \_\_\_\_\_ TOTAL

**PAYMENT IN FULL MUST ACCOMPANY YOUR ORDER.**  
 For your convenience, MasterCard, American Express and Visa credit cards will be accepted.  
**NO TELEPHONE ORDERS WILL BE ACCEPTED.**  
**\*\*All utility lines must be installed before carpet installation. Utilities should be ordered in advance. \*\***

**PLEASE READ PAYMENT POLICY**

<b>SUBTOTAL</b>	\$ _____
<b>6.875% NM Tax</b>	_____
<b>TOTAL</b>	\$ _____



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# RENTAL DISPLAY ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Theriogeneology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b> <b>Orders after this date add 25%</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	

### INCREASE YOUR PRESENCE WITH A RENTAL DISPLAY!!!!

Charges for Rental Unit include delivery to your space, installation of unit only and removal at close of show. **Unit #3007 includes one 8' draped table. Units #3001-3006 include Standard Carpet and Daily Vacuuming. Electrical outlets are not included with rental of any Display Unit.** All units are 8' high with 1-meter panels unless otherwise indicated.

### RENTAL DISPLAY UNITS

Quantity	Description	Discount Price
	Basic #3000	850.00
	10'x10' #3001 (3 spotlights, 1 shelf)	2000.00
	10'x10' #3002 (3 spotlights, 1 shelf, 1-1 meter counter)	2300.00
	10'x20' #3003 (6 spotlights)	3000.00
	10'x20' #3004 (6 spotlights, 1-2 meter counter)	3630.00
	10'x20' #3005 (6 spotlights, 1-1 meter closet)	4224.00
	10'x10' Office #3006	2910.00
	Table Top Display #3007 40"x27"-3x's	510.00
	Sign Kiosk #3008	294.00
	Custom Display Units	<b>Call for Quote</b>

Panel Type (please circle choice): **Grey Velcro**    **Black Velcro**    **Blue Velcro**    **White Hardwall**

Select Table Drape Color (**Unit #3007 only, circle color choice**):

Blue   Red   Gold   Silver   Teal   Peach   Black   White   Burgundy   Hunter Green   Plum

Carpet Color (**Units #3001-#3006 only, circle color choice**):

Blue   Red   Burgundy   Hunter Green   Teal   Grey   Plum   Black

Header Copy (please print):

Standard Header: **Black Block Lettering**

Custom Graphics with logo will be quoted upon request.

### ACCESSORIES

	1 Meter Counter, white cabinet 36"Hx20 1/2" deep w/sliding door	396.00
	Glass showcase-with lock & light 48"Wx18"DX38"H	350.00
	2 Meter Counter, white cabinet 36"Hx20 1/2" deep w/sliding door	462.00
	White pedestal 36"Hx20 1/2"Wx20 1/2" deep	102.00
	Display Spotlights	48.00
	Straight Shelves with brackets	48.00
	Angle Shelves with brackets	48.00
	Side Rails, 80"Lx36"H to match display	198.00
	Clear Literature Holders, 1 pocket 8 1/2"x11"	15.00

**PLEASE READ PAYMENT POLICY**

<b>SUBTOTAL</b>	<b>\$</b>
<b>6.875% NM TAX</b>	
<b>TOTAL</b>	<b>\$</b>

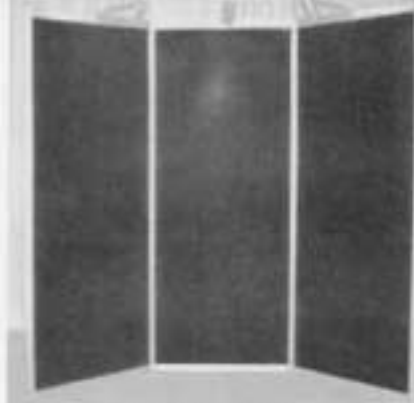


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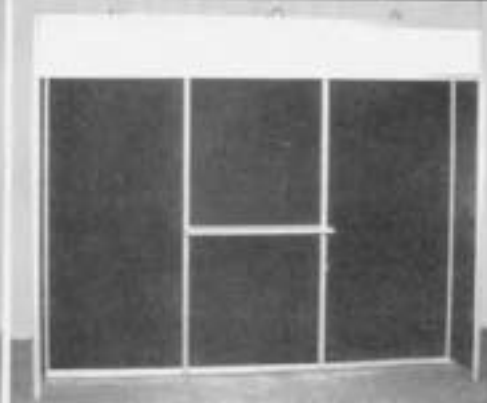
email us @  
csr@cssabq.com

# Rental Display Units

## CONVENTION SERVICES OF THE SOUTHWEST. INC.



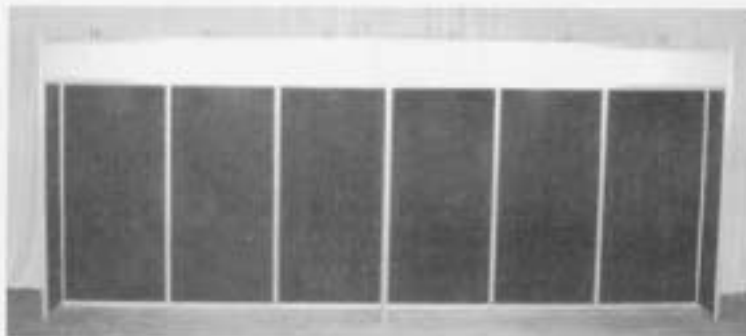
BASIC #3000



10' x 10' #3001



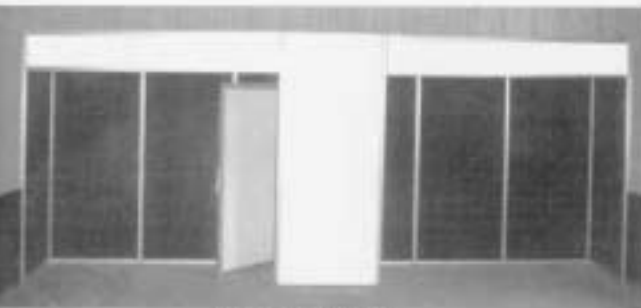
10' x 10' #3002



10' x 20' #3003



10' x 20' #3004



10' x 20' #3005



GLASS SHOWCASE

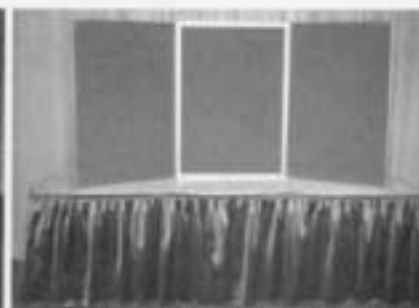


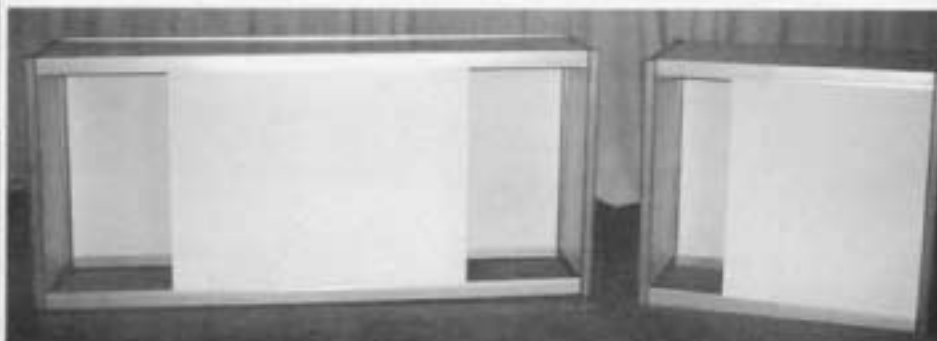
TABLE TOP DISPLAY #3007



SIGN KIOSK



PEDESTAL



COUNTERS



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# LABOR ORDER FORM

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Exhibitor Name:	Telephone #:	
Cardholder Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by:		

Display labor & Forklift will be billed in 1/2 hour increments with a **one-hour minimum**. Late orders add 20%.

### DISPLAY LABOR RATES

Straight time – 8:00AM – 4:30PM (Weekdays)	<b>\$78.00 per person/per hour</b>
Overtime-Before 8:00AM and after 4:30PM (Weekdays & Saturdays)	<b>\$102.00 per person/per hour</b>
Sundays and Holidays	<b>\$135.00 per person/per hour</b>

### FORKLIFT RATES WITH OPERATOR

Straight time – 8:00AM – 4:30PM (Weekdays)	<b>\$120.00 per hour</b>
Overtime-Before 8:00AM and after 4:30PM (Weekdays & Saturdays)	<b>\$165.00 per hour</b>
Sundays and Holidays	<b>\$220.00 per hour</b>

\*\*Exhibitor must contract all forklift operation with the official service contractor.

**SUPERVISION OF ALL LABOR IS REQUIRED. PLEASE INDICATE SUPERVISION PLAN:**

**PLAN A - EXHIBITOR SUPERVISION**

All work is performed under the supervision of the Exhibitor. Starting time can be guaranteed only in those instances where persons are requested for the start of the working day, 8:00am. If labor is not picked up or canceled without 24 hours notice, your estimated labor hours will be charged. **The exhibitor must check in at the service desk to pick up labor ordered and check labor out at the service desk, upon completion of the work. If display materials have not arrived by scheduled labor install times, your estimated labor hours will be charged.**

Representative Name/Company
-----------------------------

**PLAN B – CSS SUPERVISION**  \*\*\*Please fill out all outbound shipping information.

All work is performed under the direction of CSS personnel. Our charge for this service is 30% of your total labor bill (**\$48.00 minimum**). In order to complete the work without your representative present, we must have set-up instructions (blueprints/floor plans, etc.). **If display materials have not arrived by scheduled labor install times, your estimated labor hours will be charged. You must also include outbound shipping labels and shipping instructions with you labor order.**

**Please complete this section:**

	No. of People	Date	Time	Approximate Hours	Estimated Cost
INSTALLATION					
DISMANTLE					

**PLEASE READ PAYMENT POLICY**

**PLEASE ADD 6.875% NM TAX**



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## MATERIAL HANDLING INFORMATION & LIMITS OF LIABILITY

### CONVENTION SERVICES OF THE SOUTHWEST, INC.

#### MATERIAL HANDLING (DRAYAGE) INFORMATION

- ❖ As an exhibitor, you are responsible for providing your carrier with proper delivery and pickup information for your materials, both in advance and at show site.
- ❖ Please prepay all shipping charges. **CSS** cannot accept or be responsible for collect shipments. Keep in mind, **material-handling** (Drayage) charges and shipping charges are not the same thing. “Drayage” is the movement of freight from decorator warehouse or show-site dock to exhibit booth and back out to the “freight carrier” at the show-site dock. “Freight Shipping” is movement of freight from city to city on a designated carrier.
- ❖ All shipments must be accompanied by a bill of lading. Shipments received without receipts, freight bills or specified unit counts (UPS, Federal Express, personal vehicles, etc.) will be delivered to the exhibitor’s booth without guarantee of piece count or condition. No liability will be assumed by **CSS** for such shipments. Shipments without certified weight documents will be estimated by **CSS**. \*This estimate will be binding on both parties and no adjustments will be made after the show closes.
- ❖ **We will accept all cartons, crates and skidded materials at the warehouse. Do not ship uncrated materials to the warehouse. Loose, uncrated or machinery not banded to skids will be accepted at show site only.**
- ❖ **All van line shipments must be accompanied by a “certified weight ticket”, with heavy & light weights or else CSS will estimate freight weight, which will be binding on both parties and no adjustments will be made after the show closes.**
- ❖ All shipments for the show received either in advance or at show site will be charged material handling by **CSS**. Please refer to the “Material Handling” Rate sheet. All material handling rates are roundtrip and are based on incoming weights only. Overtime charges may apply under some circumstances, such as carrier-delayed freight delivered after designated move-in times.
- ❖ “Off-Target” freight is when a carrier delivers freight to show-site before the designated move-in day(s) and is re-routed to our warehouse. Freight will be charged at the advance freight rate. When freight is delivered to our warehouse after the designated move-in day(s) and **CSS** moves it to show site, freight will be charged at the advance freight rate plus a late delivery charge. Please refer to the “Material Handling” Rate sheet.

#### **MATERIAL HANDLING INCLUDES:**

- **Storing your booth, equipment and materials in our warehouse for up to 30 days in advance of the show. (Advance shipments only).**
- **Delivering materials to your booth at show site.**
- **Removing empty containers from your booth, storing them for the duration of the show, then returning them to your booth at close of show.**
- **Moving packed and labeled materials from your booth to the dock area at close of show and reloading them on designated carriers based on information provided on your show site bill of lading (obtained from CSS Service Center).**

#### **MATERIAL HANDLING DOES NOT INCLUDE:**

- **Labor and/or equipment for uncrating, unskidding, assembling, positioning, leveling, dismantling, rekrating and reskidding machinery and/or equipment for exhibitors. Additional labor to accomplish these tasks may be ordered from the “Labor Order Form” enclosed.**
- **Scheduling any carrier for pick up or delivery of your materials, if other than the official show carrier(s). All carriers must be checked in by the designated re-routing time or exhibitor freight will be either re-routed with show carrier or returned to CSS warehouse at exhibitor expense. Please refer to “Material Handling” Rate sheet for re-route times.**



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## LIMITS OF LIABILITY

# CONVENTION SERVICES OF THE SOUTHWEST, INC.

### LIMITS OF LIABILITY

#### **PLEASE READ:**

CSS liability is limited to physical loss or damage to a specific article which is lost or damaged, and in any event CSS maximum liability will be limited to \$.30 per pound, per article with a maximum liability of \$50.00 per item or \$1,000.00 per shipment, whichever is less.

CSS will not be liable to any extent whatsoever for any actual, potential or assumed loss or profits or revenues or for any collateral costs, which may result from any loss or damage to an exhibitors materials which may make it impossible or impractical to exhibit it.

Claims for loss or damage that are not submitted to CSS within 30 days of the close of the show shall be considered waived.

The consignment or delivery of a shipment to CSS by an exhibitor, or by any shipper on behalf of the exhibitor, will be construed as an acceptance by such exhibitors (and/or shippers) of the terms and conditions set forth in this form.

To expedite removal of materials from the show site, CSS shall have the authority to change designated carriers, if such carriers do not pick up on time. Where the exhibitor makes no disposition, materials will be either taken to a warehouse to await exhibitor's shipping instructions (in which case "return to the warehouse" charges will be incurred by exhibitor) or shipped to the exhibitor's address. Labeled shipments left in the facility at the close of the show, without a Bill of lading, will be rerouted with the preferred carrier. No liability will be assumed as a result of such rerouting or handling.

**INSURE ALL SHIPMENTS FROM THE TIME THEY LEAVE YOUR COMPANY UNTIL THEY ARE RETURNED FROM THE SHOW.** Your present insurance carrier can add a rider to your current policy.

**IT IS THE RESPONSIBILITY OF THE EXHIBITOR TO MAKE ALL ARRANGEMENTS FOR PICK UP AND DELIVERY OF FREIGHT. IF YOU CHOOSE TO USE OUR PREFERRED CARRIER, WE WILL MAKE ALL OUTBOUND ARRANGEMENTS FOR YOU. A COMPLETED BILL OF LADING WILL STILL BE REQUIRED.**

#### **CSS will not be responsible for:**

- Shipments delivered to the wrong booth due to improper labeling by the exhibitor.
- Misdirected shipments or removal of crates to storage due to old labels appearing on crates.
- Damage to uncrated or improperly packed materials, or concealed damage.
- Loss, theft or disappearance of Exhibitors material after it has been delivered to the exhibit booth.
- Loss, theft or disappearance of Exhibitors material prior to materials being picked up from exhibit booths for reloading after close of the show. CSS will check all Bills of Lading covering outgoing shipments at time of actual pick up from the exhibit booth. Corrections will be made to the bill of lading where discrepancies occur.
- Loss, damage or delay due to fire, acts of God, strikes, lockouts, or work stoppages of any kind, or to any causes beyond CSS control.

**The exhibitor accepts the responsibility for the payment of charges in connection with the handling of the shipment and guarantees payment to CSS for the incurred services described herewith. SEE PAYMENT POLICY.**



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 t. 505.243.9889  
 f. 505.243.8197  
 www.cssabq.com

email us @  
 esr@cssabq.com

# MATERIAL HANDLING RATE SHEET

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Theriogenology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by:		

<b>ADVANCE FREIGHT RECEIVING</b> <b>Monday, July 20 – Friday, August 21, 2009</b> <b>ADVANCE SHIPPING ADDRESS</b>	
<b>Ship To: Exhibitor Name and Booth #</b>  <b>Theriogenology</b> <b>c/o CSS</b> <b>1921 Bellamah NW</b> <b>Albuquerque, New Mexico 87104</b>	
<b>Number of Pieces:</b>	<b>Estimated Weight:</b>
<b>Inbound Freight Carrier:</b>	

**DIRECT SHIPPING IS NOT APPLICABLE**

**PLEASE DO NOT SHIP TO FACILITY**

IF FACILITY RECEIVES SHOW FREIGHT, IT WILL BE CONSIGNED TO CSS AND EXHIBITOR **WILL INCUR** DRAYAGE CHARGES. **ALL OUTBOUND SHIPPING MUST GO THROUGH CSS.** FACILITY WILL NOT ACCEPT ANY OUTBOUND SHIPPING **RESPONSIBILITY.**

**PLEASE READ Payment Policy & Material Handling Information and Limits of Liability.**

**Our preferred freight carriers are: [ABF Freight System, Inc. \(ground\) 800-654-7019](#) and [Associated Global Systems \(air\) 800-645-8300.](#)**

**\*\*Freight will be re-routed from show floor on: **Friday, August 28 @ 3:00PM****

**SAMPLE: Weight 500 ÷ 100 = Total CWT 5 @ \$ 66.00 per cwt = \$330.00**

**ADVANCE FREIGHT RATES: \*Includes crated, skidded and carton materials.**  
**\$66.00 per cwt. \$66.00 minimum charge**

Weight \_\_\_\_\_ ÷ 100 = Total CWT \_\_\_\_\_ @ \$ 66.00 per cwt = \$ \_\_\_\_\_

**All charges are per hundred pounds (cwt) with a 100 lb. minimum per shipment. All shipments are rounded to the next hundred pounds.**

**ADDITIONAL RATES:**

“Late shipments” and “off target” freight will be charged an **additional \$10.00 per cwt.** (100 lb. minimum applies)

Shipments “returned to the warehouse” will be charged an **additional \$25.00 per cwt.** (\$50.00 minimum charge)

“Small package” or shipments weighing less than 20lbs. will be charged a **\$25.00 material handling fee.**

**Banding and Shrink Wrap** will be charged at **½ hour labor rate.**

**Outbound Material Handling Only** (freight handled at close of show only) will be charged **\$40.00 per cwt.** (100 lb. minimum applies)

<b>Total of all shipments above \$ _____ x 6.875% NM TAX = \$ _____</b> <div style="text-align: right;"><small>abqhstnd</small></div>
--



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# OUTBOUND SHIPPING INSTRUCTIONS

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

**\*\*\* EXHIBITOR OUTBOUND SHIPPING INSTRUCTIONS\*\*\***

**Theriogenology**

**At the close of show, materials will be shipped to:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ATTN: \_\_\_\_\_

**(IMPORTANT:** If your freight is forwarding to another show, be sure to include the show name and your booth number)

Please specify your choice by checking the following:

\_\_\_\_\_ The assigned carrier **PRE-SCHEDULED (by exhibitor)** to pick-up during show move-out is \_\_\_\_\_

*\*Please note the exhibitor is responsible for scheduling the carrier, supplying shipping labels and addressing all freight.*

\_\_\_\_\_ The preferred GROUND carrier, **ABF Freight Systems, Inc.** is authorized to ship show materials to the above address.

\_\_\_\_\_ The preferred AIR FREIGHT carrier, **Associated Global Systems**, is authorized to ship show materials to the above address.

Type of AIR FREIGHT service preferred (please circle):

Next Day Air    Second Day Air    Deferred

**Please indicate billing information for carrier charges if different than above:**

SHIPPER (SIGNATURE)	
SHIPPER (PRINT NAME)	
FREIGHT CHARGES BILLED TO:	
STREET:	
CITY/ STATE / ZIP:	



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# CLEANING ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

<b>Please print or type: (incomplete information will delay processing)</b>	
Event or Show Name: <b>Therigenology</b>	Booth #(s)
Event or Show Date(s): <b>August 27-28, 2009</b>	Exhibitor Telephone #:
Exhibiting Firm:	Exhibitor Fax #:
Billing Address:	E-mail address:
City/State/Zip:	Date:
Authorized by:	

**CLEANING SERVICES (select only one of the services below)**

Services Available	Rate per square foot DISCOUNT PRICE
<b>Initial Cleaning</b> (Vacuum & empty wastebaskets before first show day only)	\$ .30 per sq. ft (One Day)
<b>Daily Cleaning</b> (Vacuum & empty wastebaskets for all show days)	\$ .25 per sq. ft (Daily)
<b>Daily Porter Service</b> (Empty wastebaskets and periodic trash pick up during show hours)	\$120.00 (Daily)

**PLEASE COMPUTE COST BELOW.**

To compute booth size: (Length x Width = Total Square Feet)

**NOTE: AMOUNT MUST BE BASED ON A MINIMUM OF 100 SQ. FT. PER SINGLE BOOTH. (All 6'x8', 8'x8' & 8'x10' booths are considered 100 sq. ft. minimums)**

Number of Booth spaces X 100 = Total Square Feet X Rate per square foot X Number of Days = Total Due

\_\_\_\_\_ X 100 = \_\_\_\_\_ X \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

**PLEASE ADD 6.875 % NM TAX.**

If Daily cleaning is requested for only specific days of the event, please give specific days.

**ADDITIONAL SERVICE AVAILABLE:**

CARPET EXTRACTION / SHAMPOOING – Call For Quote

**PLEASE READ PAYMENT POLICY.**

**Please bring any discrepancies regarding these services to our attention prior to show close. CSS is unable to adjust invoices after the close of the show.**

Abqh



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# FLORAL ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Therigenology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by:		

Quantity	Item	Discount Price	Standard Price	Total Price
	Floral Traditional - Height 12" Width 12"	70.00	80.00	
	Floral Arrangements - Height 18" Width 12"	100.00	125.00	
	Custom designed arrangements Color: Width:                      Height:	Call for Quote	Call for Quote	
	Kalanchoe (select color) ___ Red ___ Yellow ___ Orange	38.00	50.00	
	Azaleas (select color) ___ Hot Pink ___ White	63.00	75.00	
	Mums (select color) ___ White ___ Yellow ___ Purple ___ Rust	38.00	50.00	
	Small Ferns	38.00	50.00	
	Large Ferns	63.00	75.00	
	3 - 4 foot green plants	75.00	88.00	
	5 - 6 foot green plants	126.00	145.00	
	7 - 8 foot green plants	155.00	195.00	
	Wicker Containers	Call for quote	Call for quote	
	Delivery Charge	19.00	19.00	19.00
	<b>6.875% NM Tax</b>			
	<b>TOTAL FLORAL</b>			

Plants remain the property of the subcontractor for **CONVENTION SERVICES OF THE SOUTHWEST, INC.** There will be an **additional charge** for plants **not in the booth** at the conclusion of the event. Floral arrangements are the property of the exhibitor and may be removed from show site. **All flowering plants will be subject to availability.** Substitutes of equal quality may be made upon decision of florist.

**Rental price includes:** Decorative Container, top dressing, professional maintenance. **ALL ORDERS MUST BE PAID IN FULL PRIOR TO SHOW CLOSING. PLEASE READ PAYMENT POLICY.**

Abqh



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# SIGN/GRAPHICS ORDER FORM

## CONVENTION SERVICES OF THE SOUTHWEST, INC.

Event Name: <b>Theriogenology</b>	Advance Payment Deadline: <b>Wednesday, August 19, 2009</b>	Booth #(s):
Exhibitor Name:	Telephone #:	
Billing Address:	Fax #:	
City/State/Zip:	E-mail address:	
Authorized by:		

### SIGNS

Fill out section below. Include copy & rough layouts on a separate piece of paper and mail or fax to us. Please circle orientation of signage.

QTY	SIZE	ORIENTATION	LETTER COLOR	DISCOUNT PRICE	STANDARD PRICE	TOTAL PRICE
	7" x 44"	Horizontal		42.00	54.00	
	22" x 28"	Vertical Horizontal		96.00	114.00	
	28" x 44"	Vertical Horizontal		186.00	240.00	
	Meter board (1 meter x 8')	Vertical		Unframed \$330.00 Framed \$426.00	Unframed \$426.00 Framed \$522.00	
	Custom Signs	Vertical Horizontal		<b>Quoted Upon Request</b>		

Note: Prices are based on one color graphic applied to white background, with up to 10 words of copy. We offer both vinyl and digital output. If you prefer other materials such as Fabric, Komatex, Plexi Glass, Koraplast and Gator Foam, they will be quoted upon request  
**Logo/Disk Reproduction= \$90.00/hr.-1hr. minimum per logo**

**Guidelines for Submitting Artwork:** Artwork should be submitted via e-mail in a zip folder or on the following IBM formatted Disks: 3 1/2" Floppy Disks, 100 MG Zip Disks, or a CD Rom. In order for us to use a graphic file, it must be saved in one of the following files:

**VECTOR FILES: .AI, .EPS, .WMF, .PLT, .DWG, .DXF.**

**RASTER FILES: .PCD, .BMP, .JPG, .EPS, .TIF, .PSD.**

When submitting a raster file, the **optimal resolution is 300 dpi** for a 1 to 1 output ratio. Lower resolution files will have a negative result on the image quality and or an increase in labor.

When submitting disks or e-mails, please include the following: Contact person with phone number, e-mail address/originator of the artwork, printed color copy of the artwork, separations, and CMYK values.

### BANNERS

Fill out section below to determine pricing and include copy & rough layouts on a separate piece of paper and mail or fax to us.

QTY	SIZE	ORIENTATION	LETTER COLOR	DISCOUNT PRICE	STANDARD PRICE	TOTAL PRICE
				\$13.00/Sq. Ft.	\$17.00/Sq. Ft.	

Note: Prices based on one color graphic applied to white vinyl material with grommets and up to 10 words. Additional colors, materials and hanging options available.  
**Custom logos are available for an additional charge. Please call Exhibitor Services at (505) 243-9889 for quote.**  
 Extras: Pipe Pockets = \$1.80/linear ft.

**PLACE SIGN COPY HERE AND ANY SPECIAL INSTRUCTIONS:**

(Use additional paper if necessary)

**PLEASE READ PAYMENT POLICY**

<b>SUBTOTAL</b>	<b>\$</b>
<b>6.875% NM TAX</b>	<b>\$</b>
<b>TOTAL</b>	<b>\$</b>

# HYATT ENGINEERING SERVICES RENTAL FORM

<b>FUNCTION DATE</b> _____	<b>GROUP NAME</b> _____
<b>FUNCTION LOCATION</b> _____	<b>BOOTH #</b> _____ (Separate forms for each location)
<b>CLIENT CONTACT</b> _____	<b>PH. NO.</b> _____ <b>EXT.</b> _____
<b>HYATT CONTACT</b> _____	<b>EXT.</b> _____

SET-UP	
DATE	
TIME	

BREAK-DOWN	
DATE	
TIME	

\*LABOR CHARGES INCLUDED FOR SET-UPS MONDAY - FRIDAY 8AM - 5PM. AFTER HOURS LABOR CHARGES APPLY.

## ELECTRICAL

120 VOLT/SINGLE PHASE SERVICES:	# OF DAYS	ADVANCE ORDER	QUANTITY NEEDED	FLOOR ORDER	QUANTITY NEEDED	TOTAL PRICE
5 AMPS (0 - 500 watts)		\$25.00		\$40.00		\$0.00
10 AMPS (500 - 1000 watts)		\$40.00		\$55.00		\$0.00
20 AMP SEPARATE CIRCUIT (1000 - 2000 watts)		\$50.00		\$75.00		\$0.00
30 AMP SEPARATE CIRCUIT (2000 - 3000 watts)		\$75.00		\$100.00		\$0.00
100 AMP SEPARATE CIRCUIT (3000 watts and above)		\$150.00		\$175.00		\$0.00
<b>208 VOLT/SINGLE PHASE SERVICES:</b>						
20 AMPS EACH		\$75.00		\$125.00		\$0.00
30 AMPS EACH		\$100.00		\$150.00		\$0.00
100 AMPS EACH		\$150.00		\$200.00		\$0.00
<b>208 VOLT/THREE PHASE SERVICES:</b>						
20 AMPS EACH		\$100.00		\$150.00		\$0.00
30 AMPS EACH		\$150.00		\$200.00		\$0.00
100 AMPS EACH		\$200.00		\$250.00		\$0.00
200 AMPS EACH		\$300.00		\$350.00		\$0.00
<b>AFTER-HOURS LABOR CHARGE (PER HOUR)</b>	---	\$40.00		-----		\$0.00

## ADDITIONAL SERVICES & EQUIPMENT

SERVICES AVAILABLE:	ADVANCE ORDER	QUANTITY NEEDED	FLOOR ORDER	QUANTITY NEEDED	TOTAL PRICE
BANNERS (less than 8ft)	\$20.00		\$30.00		\$0.00
BANNERS (8ft and larger)	\$40.00		\$50.00		\$0.00
SECURITY LOCKS - PER CORE CHARGE (4 keys included)	\$45.00		\$60.00		\$0.00
EXTRA KEYS	\$5.00		\$8.00		\$0.00
LABOR RATE (for any services not listed - 1 hr minimum)	\$35.00		\$45.00		\$0.00
<b>EQUIPMENT AVAILABLE:</b>					
TAPE (Roll)	\$10.00		\$15.00		\$0.00
EXTENSION CORDS - MEDIUM DUTY	\$10.00		\$15.00		\$0.00
POWER STRIP	\$15.00		\$20.00		\$0.00

## PAYMENT INFORMATION

<b>TOTAL ORDER</b> <u>\$0.00</u>	<b>TAX (6.75%)</b> <u>\$0.00</u>	<b>TOTAL CHARGE</b> <u><u>\$0.00</u></u>
<input type="checkbox"/> CHECK ENCLOSED	<input type="checkbox"/> VISA	<input type="checkbox"/> DISCOVER
<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMERICAN EXPRESS	
Card# _____	Exp. Date _____	
Name as it appears on card: _____	Signature: _____	
<input type="checkbox"/> BILL TO MASTER ACCT # _____	(Account must be set up with Hotel Accounting)	Signature: _____
<input type="checkbox"/> BILL TO GUESTROOM # _____	Signature: _____	

Please fax your order to (505) 843-2635. The order must be received **5 business days** before the opening date of the exhibit to ensure timely installation. Orders received outside this time frame are considered "Floor Orders". Please note that all Electrical is charged on a "per day" basis. Prices are subject to change without notice prior to authorization signature. For any questions or concerns, please contact Hyatt Engineering at (505) 842-1234 ext. 6630.



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## TELECOMMUNICATION INFORMATION

### CONVENTION SERVICES OF THE SOUTHWEST, INC.

**HYATT REGENCY ALBUQUERQUE** can provide you with the necessary information and prices for computer and telephone lines.

Please contact the Sales Office at 1-505-842-1234 ext. 4400 at least two weeks in advance. Be sure to have your booth number when you call.

Please send the confirmation information with your representative.



## CONVENTION SERVICES OF THE SOUTHWEST, INC.

### FIRE PREVENTION REGULATIONS

*PLEASE READ CAREFULLY AND COMPLETELY!*

**Aisles are not to be blocked unless it is clearly indicated on the Fire Marshal approved floor plan. Exits, exit signs, and fire fighting equipment are not to be blocked or concealed from view in any manner.**

Fire inspections may be conducted during the course of move-in and move-out. A pre-opening inspection shall be conducted. Spot inspections may be conducted during the course of the show. The show will not be permitted to open without the approval of the Fire Marshal or his authorized representative.

If violations are found during the exhibit, booth(s) shall be subject to closure. Booth operators or employees may also be subject to a citation, which may result in up to a \$500.00 fine, 90 days in jail, or both.

Exhibit booths shall be constructed of non-combustible or limited-combustible materials.

Acoustical and decorative material including, but not limited to cotton, hay, paper, straw, moss, split bamboo, and wood chips shall be flame retardant treated to the satisfaction of the authority having jurisdiction. **Materials that cannot be treated for flame retardancy shall not be used.** Foamed plastics and materials containing foamed plastics used and decorative objects such as, but not limited to: mannequins, murals, and signs shall have a maximum heat release rate for any single fuel package of 150 kw when tested in accordance with UL 1975, Standard for Fire Tests for Foamed Plastic used for Decorative Purposes.

**FIELD FLAME TEST:** Flame retardant materials shall not ignite and spread over the surface when exposed to open flame.

1. Oilcloth, tarpaper, nylon, plastic cloths and certain other plastic materials cannot be made flame retardant and their use is prohibited.
2. Compressed flammable gases flammable/combustible liquids and hazardous chemicals are prohibited inside the building.
3. The use of LP-Gas cylinders is prohibited. **Exception:** Non-refillable cylinder may be used where permitted by the authority having jurisdiction. Compressed Gas **only** 12-16oz.
4. Hazardous chemicals and materials including pesticides, fungicides, insecticides, caustics, corrosives, oxidizers, flammable, poisons, and toxins are prohibited inside the building.
5. Combustible materials (i.e. crates and boxes) shall be limited to a one- (1) day supply and shall be maintained in an orderly fashion. **Storage of any combustible materials behind booths is prohibited.**

**SPECIAL REQUIREMENTS:** Vehicles on display within an exposition facility shall comply with the following:

1. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors.
2. Battery terminals shall be disconnected and taped off, using a non-metallic tape.
3. Fueling and defueling within the facility is prohibited.
4. Vehicles shall not be moved at any time during show hours.
5. Fuel Limit: Fuel tank shall not exceed one quarter of the tank capacity or 5 gallons, whichever is less.
6. Vehicles, boats, and similar exhibited products having over 100 sq. ft. (9.3 sq. m) of roofed area shall be provided with smoke detectors acceptable to the authority having jurisdiction.

**OPEN FLAME DEVICES:** Neither open flame devices nor pyrotechnic devices shall be used in any assembly occupancy. Cooking and/or warming devices that produce gas laden vapors shall be electric. Sterno may be used for warming trays. Cooking devices shall be approved by a recognized testing laboratory (i.e. UL, FMO).

1. Cooking and/or warming devices shall be isolated from the public, either placing the device a minimum of four (4) feet back from the front of the booth, or providing a barrier between the cooking and/or warming device and the public.
2. Individual cooking and/or warming devices shall not exceed 228" surface area.
3. The label surface holding the cooking and/or warming device(s) shall be of a non-combustible material.
4. A minimum of two (2) feet shall be kept between cooking devices.
5. Combustible materials shall be kept three (3) feet away from any cooking and/or warming device.
6. A 40 BC extinguisher and lid or an approved automatic extinguishing system shall be provided with any booth utilizing cooking and/or warming devices.

7. Type K fire extinguishers shall be utilized with deep fat fryers or appliances emitting grease laden vapors.
8. Lids to one side, to put on cooking/warming devices.

**CANDLES AND OTHER OPEN-FLAME DEVICES:** The use of candles and other open-flame devices shall be in accordance with the following:

1. Class I and II liquids and liquefied petroleum gasses shall not be used.
2. Liquid or solid-fueled lighting devices containing more than 8 ounces must self extinguish and not leak fuel at a rate of more than ¼ teaspoon per minute if tipped over.
3. The devise or holder shall be constructed to prevent the spilling of liquid fuel or wax at the rate of more than ¼ teaspoon per minute when the devise or holder is not in an upright position.
4. The device or holder shall be designed so that it will return to the upright position after being tilted to an angle of 45 degrees from vertical. **EXCEPTION:** Units that self extinguish if tipped over and that do not spill fuel or wax at the rate of more than ¼ teaspoon per minute if tipped over.
5. The flame shall be enclosed except as follows: **a)** openings on the sides shall not be more than 3/8 inch in diameter. **b)** openings on the top and the distance to the top shall be such that a single layer of tissue paper placed on the top will not ignite in 10 seconds.
6. Chimneys shall be made of noncombustible materials. Such chimneys shall be securely attached to the open-flame device. **EXCEPTION:** The chimney need not be attached to any open-flame device that will self extinguish if the device is tipped over.
7. Shades, if used, shall be made of noncombustible materials and securely attached to the open-flame device holder of chimney.
8. Candelabras with flame-lighted candles shall be securely fastened in place to prevent overturning and must be located away from occupants using the area and away from possible contact with drapes, curtains, or other combustibles.
9. When in the opinion of the Fire Chief, adequate safeguards have been taken, hand held flame lighted candles can be allowed. Hand-held candles shall not be passed from one person to another while ignited.

**FLAMING FOODS AND BEVERAGES:** Flaming Foods and Beverages shall be in accordance with the following:

1. Flammable liquids used in the preparation of flaming food and beverage shall be dispensed from a (1) ounce container or from a container not to exceed a one-quart capacity and having a controlled pouring device that limits the flow to (1) ounce.
2. Flaming foods or beverages shall be prepared only in the immediate vicinity of the table being served. Flaming food or beverages shall not be transported or carried while burning.
3. The person preparing or serving the flaming foods or beverages shall have a wet cloth towel immediately available for use in smothering the flames in the event of an emergency.
4. The serving of flaming foods or beverages shall be done in a safe manner and shall not create high flames.
5. The pouring, ladling, or spooning of flammable foods or beverages is restricted to a maximum height of 8 inches above the receiving receptacle.

**IN ALL CASES:**

1. All fuel containers shall be secured to prevent spillage when not in use.
2. Fuel canisters shall be safety sealed for storage.
3. Storage or refueling containers are not to exceed a maximum of 16 ounces.
4. The storage of **ANY** combustible behind booths is prohibited.
5. The pouring, ladling, or spooning of flammable liquid is restricted to a maximum height of 8 inches above the receiving receptacle.

No Exhibition or Show will be permitted to open without the approval of the Fire Marshal or his authorized representative. Fire inspections may be conducted during the course of move-in and tear down. A pre-opening inspection shall be conducted. Spot inspections may be conducted during the course of the show. If violations are found during the exhibition or show, violating booth(s) shall be subject to closure.

The Fire Marshal's Office understands that each exhibition, show, or event, are different. Depending on the circumstances of the event additional items may need to be addressed. In these instances it will be necessary to follow IFC Section 2416.1 which states in part: When in the opinion of the Fire Marshal, it is essential for public safety in a place of assembly or any other place where people congregate, due to the number of persons, or the nature of the performance, exhibition, display, contest, or activity, the owner, agent, or lessee, shall employ two or more qualified persons from within the fire department. Qualified persons would be as necessary for the greatest life safety, i.e. firefighters, paramedics, full truck crews, etc.... Payment for these individuals will be paid prior to the show or event, and will be paid to the city of Albuquerque at the rates set by the fire department.